

## ***Who is your WIC Peer Counselor?***

A peer counselor is a WIC mother just like you. She lives in your community and has breastfed her own baby. She has been carefully selected by WIC to help give new mothers information about feeding their babies. She is here to give you support to meet your own goals for feeding your baby.

## ***What does a Peer Counselor do?***

- Listens to you!
- Contacts you during your pregnancy to answer your infant feeding questions and helps you prepare for having a new baby.
- Answers any questions or concerns you might have after your baby is born.
- Shows you how to get more help from other healthcare professionals, if needed.

For more information contact the  
Jefferson County WIC Program

920-674-7189



The WIC program is an equal opportunity provider and employer.

## **MOMS HELPING MOMS**

Meet Your WIC Breastfeeding  
Peer Counselors





Hi, my name is Amanda. I live in Watertown with my husband and six children who were all successfully breastfed. In addition to working as a peer counselor, I am currently a part time student. I am excited to have this opportunity to encourage and help other moms have a successful breastfeeding experience.



Hi, my name is Kris. I live in the Lake Mills area with my husband and three children who were all breastfed. Along with working for WIC, I am employed part time as a kitchen aide at a local high school. I look forward to talking with moms about breastfeeding and hope to make it a positive and rewarding experience.

# Breastfeeding Peer Counselors

**Congratulations!** Expecting a baby or the birth of a baby is an exciting time.

We are the Breastfeeding Peer Counselors for the Jefferson County WIC Program. We are also mothers who made the choice to breastfeed and would love to help and encourage you to get your baby off to the best possible start with breastfeeding.

The arrival of a new baby is a busy and exciting time. Having a breastfeeding plan in place before the baby arrives will help both you and baby enjoy the experience. One of us will contact you at least once before your delivery to answer any last minute questions and address any concerns you may have. We will also be there for you as often as needed once the baby is born. The first week can be the most trying for nursing, so we encourage you to reach out at the first sign of a problem. Remember that baby's incorrect latch is one of the main causes of soreness but is easily corrected!

We are available **at any time**, even weekends, on our cell phones. Please leave a message on our private voicemail and we will return your call ASAP. We would also be happy to make home or hospital visits.

Looking forward to talking with you soon,

Kris and Amanda

## Some breastfeeding benefits to consider:

- Mom will lose weight faster because it takes about 500 calories a day to breastfeed
- Breast milk is free and always at the right temperature for baby
- Breast-fed babies are easy to take places, no packing bottles and formula
- Breast milk contains antibodies that protect your baby from a wide range of illnesses
- Breast milk is easily digested which means fewer tummy aches, diarrhea and constipation